## **New Order**

Airtime Dollars:

MarketShare:

\$182,150.00

Agency:Grassroots Media LLCStation:WJLA-TVFlight Start:10/19/2021Office:Bala CynwydOrder Type:NormalFlight End:10/25/2021

Client: 40 - Terry McAuliffe Cancel Date: Normal Flight End: 10/25/202

**Product:** 41 - POLITICAL **Piggyback Product:** 

**Estimate:** 692 - McAuliffe Week #2 General **Received in ePort:** 10/18/2021 10:05:21 AM 30's

Interactive Dollars: \$0.00

Primary Demo:Local/National:LocalNon-Airtime Dollars:\$0.00Demo 2:Rep Office:WJLA-TVTotal Dollars:\$182,150.00

Demo 3: AE: Mark Afshar - Manager Total Spots: 144

GRP: 0.00 Phone:

**CPP**: \$0.00 **OrderID**: 11054552

**GIMP:** 0 **Status:** Forwarding in Progress

CPM: \$0.00

Comments: Separation: 30

## **Daily Airtime Lines**

Line	Daypart	DPT	-										Total				
No	(Program)	Code	Rate	C/T	Len	10/19	10/20	10/21	10/22	10/23	10/24	10/25	Spots	Rtg	CPP	Imp	СРМ
1	TuWThFM 5A-6A GOOD MORNING WASHINGTON 5A	EM	\$150.00	С	30	1	1	1	1	0	0	1	5				
PERF	(sell) - ESTIMATE IS BA ORMANCE OF GOOD- v/2020LS ON WJLA.				0a IN												
2	TuWThFM 6A-7A GOOD MORNING WASHINGTON 6A	EM	\$525.00	С	30	1	1	1	1	0	0	1	5				
PERF	(sell) - ESTIMATE IS BA ORMANCE OF GOOD- Nov/2020LS ON WJLA.				00a												
3	TuWThFM 7A-8A GOOD MORNING AMERICA 7A	EM	\$1,600.00	С	30	2	2	2	2	0	0	1	9				
PERF	(sell) - ESTIMATE IS BA ORMANCE OF GD MRI v/2020LS ON WJLA.				00a IN												
4	TuWThFM 8A-9A GOOD MORNING AMERICA 8A	EM	\$1,600.00	С	30	2	2	2	2	0	0	1	9				
4Q21	(sell)																
5	TuWThFM 9A-10A LIVE W/ KELLY & RYAN	DT	\$400.00	С	30	2	2	2	2	0	0	1	9				

**New Order (Page 2)** 

Agency:Grassroots Media LLCStation:WJLA-TVOrder ID:11054552

Client: 40 - Terry McAuliffe Product: 41 - POLITICAL Estimate: 692 - McAuliffe Week #2 General

30's

Flight Start: 10/19/2021 Flight End: 10/25/2021 Received in ePort: 10/18/2021 10:05:21 AM

Fligh	t Start:	10/19/20	21			ı	Flight	End:			10/25	/2021	Received in ePo	rt:	10/18/202	21 10:05:2	21 AM	
Line	Daypart	DPT												Total				
No	(Program)	Code	Rate	C/T	Len	10/19	10/20	10/21	10/22	10/23	10/24	10/25		Spots	Rtg	CPP	Imp	СРМ
IPERF	(sell) - ESTIMATE IS E FORMANCE OF LVE-K Nov/2020LS ON WJLA	ELLY&RY	N THE ACTU 'AN Mo-Fr 9:0	AL 00a-10	:00a													
6	TuWThFM 10A-11A GOOD MORNING WASHINGTON	DT	\$250.00	С	30	2	2	2	2	0	0	1		9				
PERF	(sell) - ESTIMATE IS E FORMANCE OF RACH v/2020LS ON WJLA.				a IN													
7	TuWThFM 11A-12P THE VIEW	DT	\$1,050.00	С	30	2	2	2	2	0	0	1		9				
PERF	(sell) - ESTIMATE IS E FORMANCE OF VIEW- v/2020LS ON WJLA.	BASED ON ABC Mo-F	N THE ACTU Fr 11:00a-12:	AL 00p IN														
8	TuWThFM 12P-1P ABC 7 NEWS @ NOON	DT	\$800.00	С	30	2	2	2	2	0	0	1		9				
PERF	(sell) - ESTIMATE IS E ORMANCE OF ABC7 v/2020LS ON WJLA.				00p IN													
9	TuWThFM 2P-3P GENERAL HOSPITAL	DT	\$525.00	С	30	2	2	2	2	0	0	1		9				
PERF	(sell) - ESTIMATE IS E FORMANCE OF GENR v/2020LS ON WJLA.	BASED ON L HOSPIT	N THE ACTU AL Mo-Fr 2:0	AL )0p-3:0	0p IN													
10	TuWThFM 4P-5P ABC 7 NEWS @ 4P	EN	\$800.00	С	30	2	2	2	2	0	0	1		9				
PERF	(sell) - ESTIMATE IS E FORMANCE OF ABC 7 v/2020LS ON WJLA.				p IN													
11	TuWThFM 5P-6P ABC 7 NEWS @ 5P	EN	\$1,200.00	С	30	2	2	2	2	0	0	1		9				
PERF	(sell) - ESTIMATE IS E ORMANCE OF ABC7 v/2020LS ON WJLA.	BASED ON NWS AT 5	N THE ACTU 5 Mo-Fr 5:00p	AL o-6:00p	) IN													
12	TuWThFM 6P-6:30P ABC 7 NEWS @ 6P	EN	\$1,800.00	С	30	1	1	1	1	0	0	1		5				
PERF	(sell) - ESTIMATE IS E FORMANCE OF ABC7 v/2020LS ON WJLA.	BASED ON NWS AT 6	N THE ACTU 6 Mo-Fr 6:00p	AL o-6:30p	) IN													
13	TuWThFM 6:27P- 6:30P WORLD NEWS ADJ A	EN	\$2,500.00	С	30	1	1	1	1	0	0	0		4				
PERF	(sell) - ESTIMATE IS E ORMANCE OF ABC7 v/2020LS ON WJLA.				) IN													

**New Order (Page 3)** 

WJLA-TV Agency: Grassroots Media LLC Order ID: 11054552 Station:

Client: 40 - Terry McAuliffe Product: 41 - POLITICAL Estimate: 692 - McAuliffe Week #2 General 30's

Flight Start: 10/19/2021 Flight End: 10/25/2021 Received in ePort: 10/18/2021 10:05:21 AM

Fligh	t Start:	10/19/20	21				Flight	End:			10/25/	/2021	Received in ef	ort:	10/18/202	21 10:05:2	21 AM	
Line	Daypart	DPT												Total				
No	(Program)	Code	Rate	C/T	Len	10/19	10/20	10/21	10/22	10/23	10/24	10/25		Spots	Rtg	CPP	Imp	СРМ
14	TuWThFM 6:57P-7P WOLD NEWS ADJ B	EN	\$3,500.00	С	30	1	1	1	1	0	0	0		4				
PERF	(sell) - ESTIMATE IS E FORMANCE OF ABC-W v/2020LS ON WJLA.	BASED OF VORLD N	N THE ACTU WS Mo-Fr 6:5	AL 57p-7:0	00p IN													
15	TuWThFM 7P-7:30P WHEEL OF FORTUNE	PA	\$1,800.00	С	30	1	1	1	1	0	0	1		5				
PERF	(sell) - ESTIMATE IS E ORMANCE OF WHEE v/2020LS ON WJLA.				)p IN													
16	TuWThFM 7:30P-8P JEOPARDY	PA	\$5,200.00	С	30	1	1	1	1	0	0	1		5				
PERF	(sell) - ESTIMATE IS E FORMANCE OF JEOPA v/2020LS ON WJLA.																	
17	TuWThFM 11P- 11:30P ABC 7 NEWS @ 11P	LN	\$650.00	С	30	1	1	1	1	0	0	1		5				
PERF	(sell) - ESTIMATE IS E FORMANCE OF ABC7   Nov/2020LS ON WJLA	NWS AT			:30p													
18	TuWThFM 11:35P- 12:35A JIMMY KIMMEL	LF	\$400.00	С	30	2	2	2	2	0	0	1		9				
PERF	(sell) - ESTIMATE IS E FORMANCE OF J KIMN v/2020LS ON WJLA.	BASED OF MEL!-ABC	N THE ACTU Mo-Fr 11:35	AL p-12:3	5a IN													
19	TuWThFM 12:30A-1A NIGHTLINE	LF	\$125.00	С	30	1	1	1	1	0	0	0		4				
PERF	(sell) - ESTIMATE IS E FORMANCE OF ABC-N v/2020LS ON WJLA.	BASED OF	N THE ACTU Mo-Fr 12:30a	AL a-1:00a	a IN													
20	M 8P-10P DANCING WITH THE STARS	PT	\$3,000.00	С	30	0	0	0	0	0	0	1		1				
4Q21	(sell)																	
21	Tu 8P-10P BACHELOR IN PARADISE	PT	\$2,500.00	С	30	2	0	0	0	0	0	0		2				
PERF	p/2019OVC - ESTIMAT ORMANCE OF BLACK v/2020LS ON WJLA.	E IS BAS (-ISH-AB(	SED ON THE C Tue 9:30p-1	ACTU/ 10:00p	AL IN													
22	W 8P-9P GOLDBERGS/ WONDER YEARS	PT	\$2,000.00	С	30	0	1	0	0	0	0	0		1				
4Q21	(sell)																	

**New Order (Page 4)** 

WJLA-TV Grassroots Media LLC Agency: Station: Order ID: 11054552

692 - McAuliffe Week #2 General 30's Client: 40 - Terry McAuliffe Product: 41 - POLITICAL Estimate:

Flight Start: 10/19/2021 Flight End: 10/25/2021 Received in ePort: 10/18/2021 10:05:21 AM

Line   Daypart   OPT   Rate   C/T   Len   10/19 10/20 10/21 10/22 10/23 10/24 10/25   Spots   Rtg   CPP   Imp	ı ngı	it Start.	10/13/20	/_			•	iigiit	Liiu.			10/23/	2021		11000	ived iii ei c	/I C.	0/10/20/	21 10.00.2	Z I AIVI	
1	Line	Daypart	DPT														Total				
CONNERS/HOME   CONN	No	(Program)	Code	Rate	C/T	Len	10/19	10/20	10/21	10/22	10/23	10/24	10/25				Spots	Rtg	CPP	Imp	СРМ
24 W 10P-11P PT \$2,000.00 C 30 0 1 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0	23	CONNERS/HOME	PT	\$2,500.00	С	30	0	1	0	0	0	0	0				1				
AMILLION LITTLE THINGS WED  4Q21 (sell) 25 Th 8P-9P STATION 19 PT \$3,000.00 C 30 0 1 0 0 0 0  4Q21 (sell) 26 Th 9P-10P GREY'S ANATOMY 4Q21 (sell) 27 Th 10:01P-11P BIG SKY 4Q21 (sell) 28 F8P-9P STATION 19 PT \$3,000.00 C 30 0 0 1 0 0 0 0 0  1 1  4Q21 (sell) 27 Th 10:04P-11P BIG SKY 4Q21 (sell) 28 F8P-9P SHARK TANK 4Q21 (sell) 29 F9P-11P 20 F30.000 C 30 0 0 1 0 0 0 0 0 1 0 0 0 0 0 0 0 0 0	4Q21	(sell)																			
25 Th 8P-9P PT \$3,000.00 C 30 0 0 1 0 0 0 0 0 1 1 0 0 0 1 1 0 0 0 1 1 0 0 0 0 0 0 1 1 0	24	A MILLION LITTLE	PT	\$2,000.00	С	30	0	1	0	0	0	0	0				1				
STATION 19 4Q21 (sell) 26  Th 9P-10P	4Q21	(sell)																			
26 Th 9P-10P PT \$4,500.00 C 30 0 0 1 0 0 0 0 1  4Q21 (sell)  27 Th 10:01P-11P PT \$3,000.00 C 30 0 0 1 0 0 0 0 1  BIG SKY  4Q21 (sell)  28 F 8P-9P SHARK TANK  4Q21 (sell) - ESTIMATE IS BASED ON THE ACTUAL PERFORMANCE OF BLACK-ISH-ABC Wed 9:30p-10:00p IN LPNov/2020LS ON WJLA.  29 F 9P-11P PT \$1,500.00 C 30 0 0 0 1 0 0 0 1 0 0 0 1  4Q21 (sell) - ESTIMATE IS BASED ON THE ACTUAL PERFORMANCE OF DLACK-ISH-ABC Wed 9:30p-10:00p IN LPNov/2020LS ON WJLA.  30 Sa 9A-10A OR SA 9A-10	25		PT	\$3,000.00	С	30	0	0	1	0	0	0	0				1				
GREY'S ANATOMY 4Q21 (sell)  27  Th 10:01P-11P	4Q21	(sell)																			
27 Th 10:01P-11P PT \$3,000.00 C 30 0 0 1 0 0 0 0 1 1 0 0 0 1 1 0 0 0 0	26		PT	\$4,500.00	С	30	0	0	1	0	0	0	0				1				
BIG SKY 4Q21 (sell)  28 F 8P-9P	4Q21	(sell)															Ī				
28 F 8P-9P PT \$2,500.00 C 30 0 0 1 0 0 0 1 1 0 0 0 1 4 4021 (sell) - ESTIMATE IS BASED ON THE ACTUAL PERFORMANCE OF BLACK-ISH-ABC Wed 9:30p-10:00p IN LPNov/2020LS ON WJLA.  29 F 9P-11P PT \$1,500.00 C 30 0 0 1 0 0 0 1 1 0 1 1 1 1 1 1 1 1 1	27		PT	\$3,000.00	С	30	0	0	1	0	0	0	0				1				
SHARK TANK  4Q21 (sell) - ESTIMATE IS BASED ON THE ACTUAL PERFORMANCE OF BLACK-ISH-ABC Wed 9:30p-10:00p IN LPNov/2020LS ON WJLA.  29  F 9P-11P	4Q21	(sell)																			
PERFÖRMANCE OF BLACK-ISH-ABC Wed 9:30p-10:00p IN   LPNov/2020LS ON WJLA.   29	28		PT	\$2,500.00	С	30	0	0	0	1	0	0	0				1				
20/20 9P 4Q21 (sell) - ESTIMATE IS BASED ON THE ACTUAL PERFORMANCE OF 20/20-FRI-ABC Fri 9:00p-11:00p IN LPNov/2020LS ON WJLA.  30 Sa 9A-10A	PERF	FÒRMANCE OF BLAC				) IN															
PERFÖRMANCE OF 20/20-FRI-ABC Fri 9:00p-11:00p IN LPNov/2020LS ON WJLA.  30 Sa 9A-10A	29		PT	\$1,500.00	С	30	0	0	0	1	0	0	0				1				
GMA SAT 9-10A 4Q21 (sell)  Total Spots: 31 32 32 31 1 0 17	PERF	FORMANCE OF 20/20																			
Total Spots: 31 32 32 31 1 0 17	30		WK	\$400.00	С	30	0	0	0	0	1	0	0				1				
10111.0500	4Q21	(sell)																			
0 14 0 4 440 470 00 444 T 14 0 4 400 0 T 410 4 440 470 00 T 410 DD 00 400 T 410 HD 00 HD 00 T 410 HD 00 HD 00 T 410 HD 00 HD 00 T 410 HD 00 HD 0					Total :	Spots:	31	32	32	31	1	0	17								
Cash\$ - Spots: \$182,150.00 - 144 Trade\$ - Spots: \$0.00 - 0 Total Cost: \$182,150.00 Total GRP - CPP: 0.0 - \$0.00 Total GIMP(000) - CPM: 0 - \$0.00		(	Cash\$ - Sp	ots: \$182,15	50.00 -	144 T	rade\$	- Spots	s: \$0.00	0 - 0	Total C	ost: \$1	182,150.00	Total GRP - CI	PP: 0.0 - \$0.0	Total GIM	IP(000) - C	PM: 0 - \$	0.00		

## **New Order**

Airtime Dollars:

\$71,050.00

Agency:Grassroots Media LLCStation:WJLA-TVFlight Start:10/19/2021Office:Bala CynwydOrder Type:NormalFlight End:10/25/2021

Client: 40 - Terry McAuliffe Cancel Date: Hiatus:

**Product:** 41 - POLITICAL **Piggyback Product:** 

**Estimate:** 699 - McAuliffe Week #2 General **Received in ePort:** 10/18/2021 10:05:42 AM 60's

Primary Demo: Local/National: Local Solution Sol

Demo 2:Rep Office:WJLA-TVTotal Dollars:\$71,050.00

Demo 3: AE: Mark Afshar - Manager Total Spots: 27
GRP: 0.00 Phone:

**CPP:** \$0.00 **OrderID:** 11054999

**GIMP:** 0 **Status:** Forwarding in Progress

CPM: \$0.00 MarketShare:

**Comments:** Separation: 30

## **Daily Airtime Lines**

Line	e Daypart	DPT											Total				
No	(Program)	Code	Rate	C/T	Len	10/19	10/20	10/21	10/22	10/23	10/24	10/25	Spots	Rtg	CPP	Imp	СРМ
1	TuWThFM 7A-8A GOOD MORNING AMERICA 7A	EM	\$3,200.00	С	60	1	1	1	1	0	0	1	5				
PER	1 (sell) - ESTIMATE IS BA FORMANCE OF GD MRN ov/2020LS ON WJLA.	SED ON AMR-A	N THE ACTUA NBC Mo-Fr 7:0	AL )0a-9:0	0a IN												
2	TuWThFM 11A-12P THE VIEW	DT	\$2,100.00	С	60	1	1	1	1	0	0	1	5				
PER	1 (sell) - ESTIMATE IS BA FORMANCE OF VIEW-AB ov/2020LS ON WJLA.	SED ON BC Mo-F	NTHE ACTUA r 11:00a-12:0	AL )0p IN													
3	TuWThFM 5P-6P ABC 7 NEWS @ 5P	EN	\$2,400.00	С	60	1	1	1	1	0	0	1	5				
PER	1 (sell) - ESTIMATE IS BA FORMANCE OF ABC7 N ov/2020LS ON WJLA.				IN												
4	TuWThFM 11:35P- 12:35A JIMMY KIMMEL	LF	\$800.00	С	60	1	1	1	1	0	0	1	5				
PER	1 (sell) - ESTIMATE IS BA FORMANCE OF J KIMME ov/2020LS ON WJLA.				a IN												
5	M 8P-10P DANCING WITH THE STARS	PT	\$6,000.00	С	60	0	0	0	0	0	0	1	1				
4Q2	1 (sell)																İ

**New Order (Page 6)** 

Grassroots Media LLC WJLA-TV Agency: Station: Order ID: 11054999

Client: 40 - Terry McAuliffe Product: 41 - POLITICAL Estimate: 699 - McAuliffe Week #2 General 60's

Flight Start: 10/19/2021 Flight End: 10/25/2021 Received in ePort: 10/18/2021 10:05:42 AM

riign	t Start:	10/19/20	12 1				Fiignt	Ena:			10/25	/2021		Recei	ved in ePoi	t:	10/16/202	21 10:05:2	ŧ∠ AIVI	
Line	Daypart	DPT														Total				
No	(Program)	Code	Rate	C/T	Len	10/19	10/20	10/21	10/22	10/23	10/24	10/25				Spots	Rtg	CPP	Imp	СРМ
6	Tu 8P-10P BACHELOR IN PARADISE	PT	\$5,000.00	С	60	1	0	0	0	0	0	0				1				
PERF	p/2019OVC - ESTIMA ORMANCE OF BLAC v/2020LS ON WJLA.																			
7	Tu 10P-11P queens	PT	\$3,000.00	С	60	1	0	0	0	0	0	0				1				
4Q21	(sell)																			
8	W 10P-11P A MILLION LITTLE THINGS WED	PT	\$4,000.00	С	60	0	1	0	0	0	0	0				1				
4Q21	(sell)																			
9	Th 9P-10P GREY'S ANATOMY	PT	\$9,000.00	С	60	0	0	1	0	0	0	0				1				
4Q21	(sell)																			
10	Sa 8A-9A GMW SAT 8-9A	WK	\$650.00	С	60	0	0	0	0	1	0	0				1				
4Q21	(sell)																			
11	Su 8A-9A GMA-SUN	WK	\$900.00	С	60	0	0	0	0	0	1	0				1				
PERF	(sell) - ESTIMATE IS ORMANCE OF GD M v/2020LS ON WJLA.				a IN										•					
				Total	Spots:	6	5	5	4	1	1	5								
		Cash\$ - \$	Spots: \$71,0	50.00 -	27 T	rade\$ -	Spots	: \$0.00	- 0 T	otal Co	ost: \$7	1,050.00	Total GRP - CPP: 0	.0 - \$0.00	Total GIMP(	000) - CP	M: 0 - \$0.	00		